



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/13/12-09/02/12**

Contract / Revision **307603 /**

Original Date / Revision
08/10/12 08/17/12

Advertiser **Defend My Dividend & Alliar**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Defend my Dividend

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1589**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 35% Market Value 37428

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	24328
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	7	\$7,310.00	\$8,600.00	0.00
September 2012	4	\$3,825.00	\$4,500.00	0.00
Totals	11	\$11,135.00	\$13,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	7	\$7,310.00	\$8,600.00
08/27/12	08/31/12	4	\$3,825.00	\$4,500.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	08/20/12	09/02/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/20/12	08/26/12	MTWTF--			2		\$500.00			0.00		
		Week: 08/27/12	09/02/12	MTWTF--			1		\$500.00			0.00		
N 2	WPTV	08/20/12	09/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/20/12	08/26/12	MTWTF--			1		\$1,000.00			0.00		



WPTV

Print Date: 08/21/12

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Contract / Revision **307603** Flight Dates **08/13/12-09/02/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/17/12

Order Sep 00:30:00

Advertiser **Defend My Dividend & Allia** Product **Defend my Dividend**

Estimate # **1589**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	08/20/12	09/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--					1	\$1,000.00		0.00			
N 3	WPTV	08/13/12	08/19/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$600.00		0.00			
N 4	WPTV	08/13/12	09/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					1	\$2,000.00		0.00			
Week:		08/20/12	08/26/12	-----					0	\$2,000.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					1	\$2,000.00		0.00			
N 5	WPTV	08/13/12	08/19/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$3,000.00		0.00			
N 6	WPTV	08/20/12	09/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					1	\$1,000.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					1	\$1,000.00		0.00			
Totals														11	\$13,100.00